

C. Standards for Signs in the General Office (OG) and Residential Multiple Dwelling, High Density (RMH) Districts.

1. Structural types permitted:

Attached and detached signs

Exception: Roof signs are only allowed in areas regulated by the Central Business Improvement District I and II as contained in Chapters 12-32 through 12-44.”

2. Maximum gross surface area:

Thirty-five (35) square feet per sign for each face of building, except that for attached signs whose placement is above 35 feet in height, the maximum square footage per sign shall be 50 square feet.

3. Minimum Setback.

No portion of a sign shall be located within ten (10) feet of a right-of-way, and no sign greater than twelve (12) square feet in area shall be located within fifty (50) feet of an adjacent residential district or a residential portion of a planned development unless the sign is attached.

4. Maximum Number Permitted.

- a. Attached: one per ground floor establishment plus one for those with multiple establishments.
- b. Detached: one per frontage per zoning lot.

5. Maximum Height.

- a. Attached: as permitted by the district in which the sign is located.
- b. Detached: sixteen (16) feet.

6. Illumination:

External or internal.

Sec. 16-112-7 General standards.

A. Computation of Gross Surface Area.

1. Signs Other than Wall Signs

The gross surface area of a sign, except wall signs, is the entire area contained within a single continuous perimeter enclosing the extreme limits of such sign. For detached signs composed of more than one sign cabinet or module, the gross surface area shall include the sum of the area in each cabinet or module only. If a sign has more than one face, the gross surface area shall be equal to the maximum area of the sign face or faces visible from any ground position along any public right-of-way at any one time.

The perimeter of a sign will not include lighting fixtures, pole covers, landscaping, framing, decorative roofing, moldings or aprons or other architectural or decorative embellishments, provided they contain no written copy, logos or symbols.

2. Wall Signs

The gross surface area of a wall sign is the entire area contained within a single continuous perimeter, in a single geometric plane, which encloses the extreme limits of the advertising message(s), not including any irregularities or logos that are to be measured separately and included to determine the sign's gross surface area. If the sign is composed of individual letters or symbols using the wall as the background with no added decoration, color or embellishment, the total sign area shall be calculated by measuring the area within the perimeter of each symbol or letter. The combined area of the individual figures shall be considered the total sign area.